



VST SHAKTI SAMACHAR

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FROM THE EDITORIAL DESK

Hello VSTeans,

At the outset, we from Editorial Desk wish you all a very Happy and Prosperous New Year and hope this year brings success and achievements to our group.

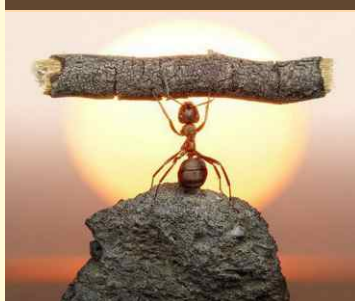
The last quarter of the previous calendar year had seen a plethora of activities in terms of training programs, promotional activities, PR & International events and we have tried covering them all in this issue.

We thank you and will always appreciate your active participation without which, this compilation would not have been possible and request to continue your support for the future issues.

Adios till again,

**Abinash Gouda,
Branding**

INSPIRATIONAL QUOTES ON HARD WORK



“Satisfaction lies in the effort, not in the attainment. Full effort is full victory.”
– Mahatma Gandhi

“The difference between the impossible and the possible lies in a person's determination.”
– Tommy Lasorda

“You have to learn the rules of the game. And then you have to play better than anyone else.”
– Albert Einstein

“In the middle of difficulty lies opportunity.”
– Albert Einstein

“If you always put limit on everything you do, physical or anything else. It will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them.”
– Bruce Lee

“Your ability to discipline yourself to set clear goals, and then to work towards them every day, will do more to guarantee your success than any other single factor.”
– Brian Tracy

*Message
From
VP
-Tractor Marketing*



Hello VSTeans,

I would like to first wish you all a very happy and prosperous New Year and hope this year brings a lot of excitement and joy to all of us.

I was just going through the previous issues of VST Shakti Samachar and was intrigued by innumerable activities and events from the group. It gave me a thorough insight of what efforts have been put in the past and what more can be added on so that we can achieve more accolades and rewards in the times to come.

My team requested a message from me for this issue and I accepted their request with delight. This forum is very unique and appreciable for bridging the gap between management and field staff and would definitely help in moving the organization towards a common goal. We have set ourselves a target to have one Tractor display outlet in every 40-50 km range and to develop new products along with attachments as per the customers' requirements/demand. Our area of focus will be servicing our customers and make services available at Doorstep. Thus, changing our sales oriented approach to a customer oriented one in coming two years. We are going for product range expansion to participate in all growing compact HP segment .

I wish the editorial team a good luck and look forward to read many more issues of VST Shakti Samachar.

Cheerio

Jujhar Singh Virk
Vice President - Tractor Marketing

**Join us to
unwrap
OUR NEW
TRACTOR
of the year!**



BALANCING FERTILIZERS WITH THE NEED

(From the Editor's Desk Column, Agriculture Today magazine, December 2015 edition)



Fertilizers have played a key role in doubling and tripling India's agriculture production. The glory of green revolution that hasn't yet waned away derives its inspiration from the fertilizers. The subsidy backed fertilizer led growth of agriculture was responsible for the immense success that we have achieved in terms of food grain production. The prosperity thus achieved inspired the fertilizer sector as well. India is today one of the largest producers and consumers of fertilizers in the world. In terms of consumption, India is second to China.

Unfortunately, India's fertilizer consumption became lopsided over the years. Farmers in India tend to apply urea more to their crops than is ideally recommended. The immediate reason can be attributed to the cheaper price of urea than compared to the now decontrolled Phosphatic and Potassic fertilizers such as Di Ammonium Phosphate and Muriate of Potash. According to Department of Fertilizers, the ratio of NPK of Indian soils has deteriorated, as it has increased from 4:2:1 in FY10 to 8.2:3.2:1 in FY14, which adversely impacts the soil health. This has been the result of preferential treatment given to urea by the farmers and as well as the government.

Urea is highly subsidized in India and is sold at Rs. 5,360 per tonne as against the average production cost of over Rs. 20,000 per tonne in 2013-14. Government pays 70 – 75% of total cost of production per tonne as subsidy, while in P and K fertilizers the central government pays 25 – 40% of total cost of production as subsidy. The government should take measures to promote balanced use of fertilizers by bringing down urea consumption that has resulted in a huge subsidy bill and affected soil health.

Also, the fertilizer efficiency which is another key factor in increasing crop yield has been neglected in Indian system of agriculture. Fertilizers applied to the soil are subject to forces of nature and hence are constantly leached away from the immediate root zones of the soil. It not only reduces the efficiency of the fertilizers but also amounts to losses to farmers economically. Efforts must be guaranteed to maximize the efficiency of applied fertilizers. There are many cultural methods to guarantee the efficiency but at the same time farmers must be sensitized about the various products available in the market. For instance, products like slow release fertilizers or controlled release fertilizer. Controlled-release fertilizers are used to minimize the potential loss of nutrients to the environment. It delays the availability of the nutrients for plant uptake and extends the availability period as compared to rapidly available or conventional fertilizers.

In years to come, fertilizers will have more influence on crop production. In the era of dwindling land area, the crop productivity directly depends on the fertilizers. The fertilizer industry must be more open to molecules that are more environmentally friendly, farmer friendly and crop friendly. Meanwhile, the government should devise policies taking into consideration the soil and crop demands. If we are targeting a sustainable crop production, then we need to have a balanced approach with shared responsibility from the industry and the government.

Dr. MJ Khan
Chief Editor,
Agriculture Today.

VST - INTERNATIONAL

DEMO PROGRAM - KENYA

A demo program was hosted by JAICAF and Toyota Kenya Academy at Kenya in the month of December 2015 for Japanese, Chinese and Indian power tillers. At the demonstration, our VST Shakti power tiller outperformed in comparison with the Japanese and Chinese power tillers.



AGRITECHNICA - GERMANY

With a view to penetrate European market for compact tractors, V.S.T. Tillers Tractors Ltd. participated and exhibited its tractors at Agritechnica 2015 held at Hannover, Germany in November 2015 which is known to be the world's largest exposition. Tractors of both 18.5 and 22 HP branded as "Golden Rabbit" and "Fieldmaster" respectively were displayed by our overseas distributors, namely, Ibero Japan Limited from Japan and Fieldmaster Tractors Limited, from UK together with component parts from our Precision Components Division. This was partly sponsored by Government of India through Engineering Export Promotion Council to encourage exports under "Make in India" slogan.

The products were very well appreciated by the visitors and we were successful in identifying potential dealers for some of European countries.



PROMOTIONAL ACTIVITIES - UTTARAKHAND



Various promotional activities like demonstrations, bankers meet, flex hoarding campaign and officers meet programs were planned and organized at different parts of Uttarakhand state by our RSO staff in the month of October 2015.



PROMOTIONAL ACTIVITIES - MAHARASHTRA



Our dealer M/s. Sagar Automobiles had conducted various promotional activities like road show, customer meet and a scheme offer of free attachment at Kolhapur, Maharashtra in the month of October 2015 to promote tractors sale in the territory.



VST - RETROSPECTIVES

TILLER DISTRIBUTION PROGRAM - WEST BENGAL



A power tiller and reaper distribution program was organized by the horticulture department during the CM program in the month of November 2015 at Murshidabad, West Bengal where our power tillers and reapers were distributed among the selected farmers at the event.



AYUDH POOJA AT REGIONAL SALES OFFICE - MAHARASHTRA



Ayudh Pooja was celebrated at our Regional Sales Office at Kolhapur, Maharashtra during the Dussera festival. Mr. S.Pachiyappan, Mr. Jotiram Padalkar, Mr. Kuldeep Padalkar, Mr. Kunal Padalkar and the staff members attended the pooja.



VST - RETROSPECTIVES

AGRICULTURAL MECHANIZATION SCHEME - ANDHRA PRADESH

An event was organized by the Agricultural Department, Andhra Pradesh Government for Agricultural Mechanization Scheme 2015 - 16 at Andhra Pradesh in the month of December 2015. VST Mitsubishi MT 180D tractor and rotavator were offered to small and medium (SC/ST) farmers at a subsidized price at the event.



50:50 SCHEME PRIZE DISTRIBUTION EVENTS

M/s. BHAWANI TRACTORS



M/s. S. S. PATIL TRACTORS AND TILLERS



VST - RETROSPECTIVES

CEO VISIT - ODISHA

Mr. Subbaiah K., CEO, V.S.T. Tillers Tractors Ltd., had attended dealers meet in Odisha in the month of December 2015 and also visited few dealers in the territory.



PROMOTIONAL ADVERTISEMENTS



Published in the Oriya newspaper 'The Samaja' in the month of November 2015.



Published in Dainik Pudhari in the month of October 2015



Published in the Oriya newspaper 'The Samaja' in the month of November 2015.

VST - RETROSPECTIVES

AGRIMACH INDIA - NEW DELHI



The 4th International Exhibition & Conference on Agri-Machinery & Equipment called the AGRIMACH India 2015 was held at New Delhi in the month of December 2015. Mr. B. C. S. Iyengar, Director - Corporate Strategy, V.S.T. Tillers Tractors Ltd. attended the conference and gave a lecture on farm mechanization. V.S.T. Tillers Tractors Ltd. had exhibited their tractors at the event.



RASHTRIYA KRISHI MELA - CHATTISGARH



The Rashtriya Krishi Mela was held at Raipur, Chattisgarh in the month of December 2015. V.S.T. Tillers Tractors Ltd. had participated in the mela and exhibited tractors at the event.



AGRI FAIR - WEST BENGAL

V.S.T. Tillers Tractors Ltd. had participated in the Habra Block Agri Fair held at West Bengal in the month of December 2015. Our remote controlled power tiller was displayed at the event along with all our other products. Mr. Arup Roy, Food & Agri Marketing Minister and Mr. Pradip Mazumdar, CM's Agri Advisor have visited our stall and tried their hand in operating the remote controlled power tiller.



VST - RETROSPECTIVES

CII AGRI FAIRS - WEST BENGAL

CII Agri Fairs were organized by CII at Burdwan, West Bengal in the month of October 2015 and in Cooch Behar, West Bengal in the month of November 2015. The Burdwan fair was inaugurated by Mr. P. Bose, Agriculture Minister, West Bengal. V.S.T. Tillers Tractors Ltd. had participated in both the fairs and displayed tillers, tractors & rice transplanters at the event.

BURDWAN



COOCH BEHAR



AGROVISION - MAHARASHTRA

V.S.T. Tillers Tractors Ltd. had participated in the 7th National Agricultural Expo and Conference called Agrovision held at Nagpur, Maharashtra in the month of December 2015. Our tillers, tractors and rice transplanters were displayed at the expo and live demonstration of our spraying machine attachment was also organized at the event.



VST - RETROSPECTIVES

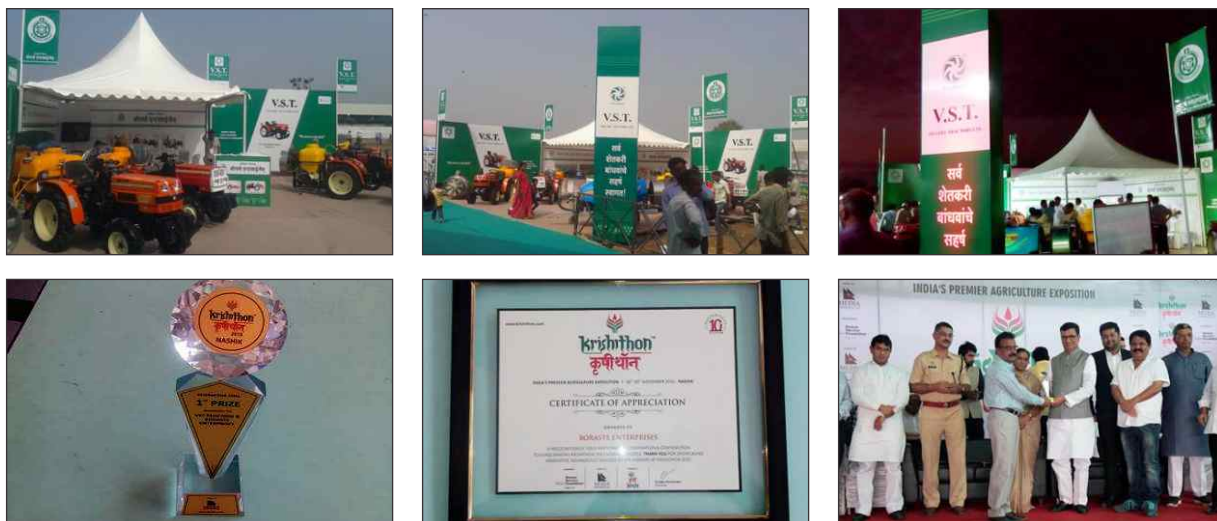
KISAN - MAHARASHTRA

Kisan – India's largest Agri-Show was organized at Pune, Maharashtra in the month of December 2015 and our dealer M/s. Autade Tractors had participated at the exhibition representing V.S.T. Tillers Tractors Ltd. Our products tillers, tractors and rice transplanters were displayed at the event.



KRISHITHON - MAHARASHTRA

Krishithon, a premier agricultural expo was held at Nasik, Maharashtra in the month of November 2015. Our dealer M/s. Boraste Enterprises had participated in the expo representing V.S.T. Tillers Tractors Ltd., and has won the 1st price for Best Stall at the expo. We were awarded with a certificate and trophy at the event.



VST - RETROSPECTIVES

AGRI EXPO - TAMIL NADU

An agri expo was organized by the Agriculture Engineering Department of Tamil Nadu at Annamangalam in the month of October 2015. Our dealer M/s. Pondy Tillers & Tractors had participated in the expo and displayed our tiller, tractor and rice transplanter at their stall. Mr. Mohan, Minister, Tamil Nadu Government and Sri. Lakshmi, Collector had visited our stall and also handed over a VST Shakti 130 DI power tiller to a customer under the subsidy scheme at the event.



KRISHI MELA - KARNATAKA

Our dealer M/s. Jaya Agencies had participated in the Krishi Mela organized by the University of Agricultural Sciences held at Gandhi Krishi Vignana Kendra Ground, Bangalore, Karnataka in the month of November 2015. Our products tillers and tractors were displayed at the event and won the first place for Best Stall and were awarded a certificate for the same.



KRISHI EXHIBITION - KARNATAKA

Our dealer M/s. Siddeshwara Enterprises had participated in the Krishi Exhibition organized by the Agriculture University, V.C. Farm at Mandya, Karnataka in the month of December 2015. The stall display won the third place for best stall and was awarded with a trophy and a certificate at the event.



VST - RETROSPECTIVES

MATSYA MELA - KARNATAKA

Our dealer M/s. Shakti Agency had participated in the agriculture and horticulture exhibition called the Matsya Mela held at Bidar, Karnataka in the month of December 2015. Our tillers and tractors were displayed at the exhibition along with the attachment implements.



VST - ERUDITE

TRAINING PROGRAM - ODISHA

A mechanic training and orientation program was conducted for freelance mechanics at Jharsuguda, Odisha by our dealer M/s. Sahoo Agencies in the month of October 2015. Complimentary gift bags were distributed among the mechanics at the end of the session.



VST - ERUDITE

TRAINING PROGRAM - UTTARAKHAND

A Mechanic Training program was conducted by our dealer M/s. New Competent Tractors at Uttarakhand in the month of November 2015 to educate the dealer mechanics about the complete working and internal parts of our tillers and tractors so that they can give a better service to our customers.



VST - MILESTONES

NEW SHOWROOM - GUJARAT

Our dealer M/s. Gujarat Tractors has opened a new showroom at Bhavnagar in the month of November 2015. The showroom was inaugurated in the presence of Mr. Chandramauli Sharma, Mr. Pachiyappan, and Mr. Bharad.



NEW SHOWROOM - ANDHRA PRADESH

Our dealer M/s. Sree Leela Agro Services has opened a new showroom at Ongole, Andhra Pradesh in the month of October 2015. The showroom was inaugurated by Mr. Nagendra, General Manager, Services from V.S.T. Tillers Tractors Ltd.



PR ACTIVITIES

भारत में कृषि सेक्टर को प्राथमिकता मिले

एन.सी. सिंह दिल्ली

वीएचएल टिलर्स ट्रैक्टर लिमिटेड के निदेशक, ब्रांडिंग, प्रचारित, वीएचएल ग्रुप ने अक्टूबर, नवंबर, दिसंबर 2015 में 3 से 5 दिसंबर तक अयोध्या इंडियाएयर एडिशन एडिशन के दौरान एक बार को कृषि सेक्टर को प्राथमिकता मिले। भारत में कृषि सेक्टर में अर्थव्यवस्था का विकास के लिए एक प्रमुख कारक है। भारत में कृषि सेक्टर में अर्थव्यवस्था का विकास के लिए एक प्रमुख कारक है। भारत में कृषि सेक्टर में अर्थव्यवस्था का विकास के लिए एक प्रमुख कारक है।



एन.सी. सिंह

उत्तर प्रदेश के किसानों को कृषि सेक्टर को प्राथमिकता मिले। भारत में कृषि सेक्टर में अर्थव्यवस्था का विकास के लिए एक प्रमुख कारक है। भारत में कृषि सेक्टर में अर्थव्यवस्था का विकास के लिए एक प्रमुख कारक है। भारत में कृषि सेक्टर में अर्थव्यवस्था का विकास के लिए एक प्रमुख कारक है।

Article published in the newspaper 'Hari Bhoomi', Bilaspur Edition in the month of November 2015.

कैसे प्राप्त हो आलू का लाभदायक मूल्य...

आलू का लाभदायक मूल्य...

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ट्रैक्टर छोटा काम गंभीर

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Article published in the newspaper 'Samvardhan', in the month of December 2015.

किसानों के लिए शक्ति ट्रैक्टर लाभदायक

किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक... किसानों के लिए शक्ति ट्रैक्टर लाभदायक...

Published in the newspaper 'Dainik Jagaran', Mirzapur Edition in the month of December 2015.

यंत्रांची साथ, पैशांची बरसात

आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य... आलू का लाभदायक मूल्य...



VST SHAKTI

V.S.T. TILLERS TRACTORS LTD



A VST GROUP ENTERPRISE

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